

**DIRECTOR, OFFICE OF MEDIA AND PUBLIC RELATIONS**  
**(Executive Management)**

**MISSION:**

To administer, plan, direct, and organize the activities of the Department of Media and Public Relations providing communication to the public on county functions and issues.

**GENERAL DUTIES AND RESPONSIBILITIES:**

Plans, directs, organizes, and coordinates the overall activities of the Department of Media and Public Relations providing communication to the media and public on county functions and issues; works with the Chief Administrative Officer to formulate policy for managing public information and media activities and for communicating county-wide issues to the public; implements procedures, standards, and guidelines for collection, review, and presentation of information to be communicated to the public through the media; schedules press conferences, news releases and public service announcements; directs the development and implementation of methods for communicating information to the public, by the use of videos, e-mail, Internet, brochures, news releases and presentations, graphic displays, photos, fact sheets, directories, or other medium; prepares executive level correspondence and reports; makes public presentations to the media and other agency representative on information on county issues and decisions; establishes and maintains diplomatic relations with county management, elected officials, county department directors, and the media; oversees the publication of a monthly newsletter; schedules tours and civic events; and supervises subordinate staff.

**MINIMUM QUALIFICATIONS:**

**Thorough Knowledge of:**

- Techniques and methods of planning and implementing a public information program utilized County-wide.
- Techniques in planning press conferences and media news releases.
- Methods and techniques used in writing speeches.
- Methods and techniques used in evaluating public attitudes regarding County -wide operations and issues and the determination of public affairs needs.
- Principles and practices of supervision, training, and general administration
- General Management System in principle and in practice.

**Skills and Abilities to:**

- Plan, direct, organize, and coordinate the activities of departmental staff involved with providing communication to the public on county functions and issues.
- Formulate and implement procedures, standards, and guidelines for collection, review, and presentation of information to be communicated to the public.
- Direct the development and implementation of methods for communicating information to the public, by the use of brochures, media presentations, graphic displays, photos, or other medium.
- Prepare executive level correspondence and reports.
- Make public presentations to the media and other agency representative on information regarding county issues and decisions.
- Establish and maintain diplomatic relations with county management, elected officials, county department directors, and the media.
- Supervise and train subordinate staff.

**SPECIAL NOTES, LICENSES OR REQUIREMENTS:**

**License:**

A valid California Class C driver's license is required at time of appointment or the ability to arrange transportation for field travel. Employees in this class may be required to use their personal vehicle.